Amendments To Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

In the Claims:

1.   (currently amended) A method for implementing a loyalty program comprising the steps of:

receiving and storing manufacturer item identifiers, wherein said manufacturer item identifiers are received from a manufacturer;

receiving and storing retail item identifiers, wherein said retail item identifiers are received from a merchant;

associating and storing each of said retail item identifiers with a corresponding one of said manufacturer item identifiers;

receiving and processing a purchase transaction, wherein said purchase transaction includes a consumer ID, a retailer item identifier, and a purchase price;

receiving and processing purchase data, wherein said purchase data comprises a retailer item identifier;

associating said consumer ID, said purchase data, and a manufacturer item identifier; and

performing an analysis that is dependent upon the step of associating said consumer ID, said purchase data, and said manufacturer item identifier

retrieving a manufacturer item identifier corresponding to said retail item identifier;

calculating a first set of reward points based on said consumer ID, said purchase price and a first currency to point ratio corresponding to said retailer item identifier;

calculating a second set of reward points based on said consumer ID, said purchase price and a second currency to point ratio corresponding to said manufacturer item identifier;

calculating a third set of reward points based on said consumer ID, said purchase price and a third currency to point ratio corresponding to affiliated Service Establishment (SE) numbers; and,

combining said first set of reward points, said second set of reward points, and said third set of reward points within a loyalty account associated with said consumer ID.

2.   (previously presented)   The method of claim 1, wherein performing an analysis comprises performing an analysis that is further dependent upon at least one of: a retailer ID, a manufacturer ID, and a consumer profile.

3.   (Original) The method of claim 1, wherein performing an analysis comprises calculating rewards points.

4.   (previously presented)   The method of claim 3, wherein calculating rewards points further comprises calculating rewards points based upon a points ratio determined by at least one of: a retailer, a manufacturer, and a third-party provider.

5.   (Original) The method of claim 3, further comprising storing said rewards points and informing a consumer of said rewards points.

6.   (Original) The method of claim 5, wherein storing and informing a consumer of rewards points is performed in real-time at a point-of-sale.

7.   (previously presented) The method of claim 3, further comprising offering an award in exchange for said reward points, wherein an offer of said award comprises at least one of: a retailer, a manufacturer, and a third-party provider.

8.   (previously presented) The method of claim 7, wherein offering an award is performed in real-time at a point-of-sale.

9.   (previously presented) The method of claim 7, wherein offering an award comprises offering at least one of: a coupon, a gift certificate, bonus rewards points, a product, a service, and any combination of these.

10.   (previously presented) The method of claim 1, wherein performing an analysis comprises performing data analysis using, either independently or in any combination, at least one of: said consumer ID, said purchase data, said retailer item identifier, said manufacturer item identifier, said rewards points, said retailer ID, said manufacturer ID, and a consumer profile.

11.   (previously presented)   The method of claim 10, wherein said consumer profile comprises at least one of: a date on which a consumer made a particular purchase, a frequency of purchases, a quantity of purchases, and a total transaction price.

12.   (previously presented)   The method of claim 1, wherein said purchase data further comprises at least one of: an item purchased, an item price, a number of items purchased, a total transaction price, a payment vehicle, a date, a store identifier, and an employee identifier.

13.   (previously presented)   The method of claim 12, wherein said payment vehicle comprises at least one of: cash, a check, a credit card, and a debit card.

14.   (previously presented)   The method of claim 1, wherein said method is implemented by an interactive, online computer system.

15.   (currently amended)   The method of claim 1, further including receiving and processing multiple purchase transactions.

~~A method for implementing a loyalty program on a network-wide level comprising the steps of:~~

~~multiple transactions, wherein said multiple transaction each in~~

~~receiving and storing manufacturer item identifiers, wherein said manufacturer item identifiers are received from a manufacturer;~~

~~receiving and processing a consumer ID;~~

~~receiving and processing purchase data from multiple retailers, wherein said purchase data comprises a retailer item identifier,~~

~~associating said consumer ID, said purchase data, and a manufacturer item identifier, and~~

~~performing an analysis that is dependent upon said step of associating said consumer ID, said purchase data, and said manufacturer item identifier.~~

Claims 16-40. (canceled)

41.   (currently amended)   The method of claim <u>1</u> ~~40~~, wherein ~~storing and informing a consumer of rewards points~~ the steps of calculating a first set of reward points, calculating a second set of reward points, calculating a third set of reward points, and combining is performed in real-time at a point-of-sale.

Claims 42-54 (canceled)

55.   (currently amended)   The method of claim 1, further comprising   ~~A method for implementing a loyalty program comprising the steps of:~~

~~receiving and storing manufacturer item identifiers, wherein said manufacturer item identifiers are received from a manufacturer;~~

~~receiving and processing a consumer ID;~~

~~receiving and processing purchase data, wherein said purchase data comprises a retailer item identifier;~~

associating at least two of said consumer ID, said <u>retailer item identifier</u> ~~purchase data,~~ and ~~a~~ <u>said</u> manufacturer item identifier~~; and~~

~~performing an analysis that is dependent upon the step of associating at least two of said consumer ID, said purchase data, and said manufacturer item identifier.~~

56.   (currently amended)   ~~A method for implementing a loyalty program comprising the steps of:~~

~~receiving and storing manufacturer item identifiers, wherein said manufacturer item identifiers are received from a manufacturer;~~

<u>The method of claim 1, further comprising:</u>

allocating rewards points to at least one of: a manufacturer and a retailer;

~~receiving and processing a consumer ID;~~

~~receiving and processing purchase data, wherein said purchase data comprises a retailer item identifier;~~

issuing, by at least one of: said retailer and said manufacturer, <u>said</u> rewards points to a consumer; <u>and,</u>

redeeming said rewards points for ~~a~~ <u>said</u> consumer~~;~~

~~associating said consumer ID, said purchase data, and a manufacturer item identifier; and~~

~~performing an analysis that is dependent upon the step of associating said consumer ID, said purchase data, and said manufacturer item identifier.~~

57.   (previously presented)   The method of claim 56, wherein said step of redeeming comprises redeeming said rewards points for a consumer through a universal rewards catalog.

Claim 58-59. (canceled)

60.   (currently amended) ~~A method for implementing a loyalty program comprising the steps of:~~

~~receiving and storing manufacturer item identifiers, wherein said manufacturer item identifiers are received from a manufacturer;~~

The method of claim 1, further comprising:

allocating rewards points to at least one of: a manufacturer and a retailer;

~~receiving and processing a consumer ID;~~

~~receiving and processing purchase data, wherein said purchase data comprises a retailer item identifier;~~

issuing, by at least one of: said retailer and said manufacturer, rewards points to a consumer;

redeeming said rewards points for a said consumer;

~~associating said consumer ID, said purchase data, and a manufacturer item identifier; and~~

~~performing an analysis to calculate~~ calculating additional reward points~~, said analysis being dependent upon said step of~~ based on associating said consumer ID, said purchase data, and said manufacturer item identifier.

61-67 (canceled)